

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's

Herald Square, B'way, 34th to 35th St.

Second Week of the May Sale of White

We announce the arrival of new merchandise to swell the present stocks into as fine assortments as we had to offer the past week. And, at the same time, we present correspondingly choice attractions in White Outer wear for the summer days now at hand.

Sale of Drugs and Toilet Articles for Special Summer Needs Begins on May 12.

See Tuesday afternoon and evening papers for complete enumeration of economies and make up your list of wants in advance.

R. H. Macy & Co.'s Attractions Are Their Low Prices.

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Herald Square, B'way, 34th to 35th St.

Second Week of the Great May Sale of White

Boys' Hand-Embroidered Tub Suits, \$4.96

Macy's Usual Price, \$7.49

There are only 108 Suits in this lot. Taken from regular stock and marked down for this special sale.

The materials—white pique, or repp, were imported and the beautiful embroidery which embellishes the garments was made by the deft needlewomen of Madeira.

These Suits are made in the Dickens, Middy, Russian and Sailor Blouse model, in sizes from 2½ to 9 years.

As will be seen by the illustration the Suits are of the kind which add greatly to the attractiveness of the little chaps.

A larger assortment than ever before of Boys' Washable Suits in new overlooking the staples) at from 94c to \$4.96.



and exclusive models (not to \$4.96.

White Laces

For Trimming Purposes

Hand-Crochet

Picot Edging (yard). 10c

Usually called Irish crochet; made by hand by the peasants in Italy—a dainty finishing edge that will wear like iron.

White and Cream Shadow

Lace Flouncings (yard). 24c

17 inches wide; choice variety of designs.

Bretagne Nets (yard). 29c

Macy's Usual Price 49c

White or Cream; 72 inches wide; unusual quality.

Venice Lace Bands (yard). 49c

Wholesale Prices

were 65c to \$1.20 yd.

An importer's overstock purchased for cash at remarkable concessions. Included are Galloons and Edgings—3½ to 9 inches wide, in a variety of effective patterns.

Lace Flouncings (yard). 69c

Verified Price elsewhere \$1.00.

White and Cream. Filet and Shadow Lace effects. This width (35 inches) is particularly desirable for the prevailing style of Summer frocks.

Macy's Main Floor, Centre.

White Suits and Skirts For the Summer Wardrobe

Cool, crisp, smartly tailored Suits and Skirts of immaculate white—fashioned to conform to the "silhouette" of the moment—flaring in line and extremely graceful.

White Linen Suits—for town or country wear; a model with jaunty coat, pleated at the back into a stitched belt and with straight loose fronts—decidedly manish in style. Four patch pockets give it the desired "Sport Suit" air; collar, revers and cuffs are faultless in line and tailoring. The wide skirt buttons down the front with large buttons and is finished with a belt drawn through straps. Priced \$13.74

"Palm Beach Cloth" Suits—in white or in natural. Ideal Summer Suits for shopping or sport wear, are cool and porous in weave, launder as well as linen, and retain their crisp, semi-lustrous finish. A rolling collar of blue linen finishes the strictly tailored coat, loose at back and very well cut; the flaring skirt is strictly tailored. Priced \$12.74

Cotton Gabardine Skirts—with huge patch pockets, buckled belt and buttoned fronts—are \$4.49 Irish Linen Skirts—with military pockets and cut pearl button trimmings, are \$5.49 White Washable Corduroy Skirts, at \$2.89 and \$4.69 in narrow and wide ribbed effects; Ideal for Sports wear, with trim tailored belts, pockets and large buttons. Priced \$13.74

Macy's Third Floor, Broadway.

Filmy Frocks of White In Sixty or More Styles

White for summer daytime and evening Dresses. White for the simplest and most elaborate Gowns. White for the graduate; White for the bride.

A collection doubly interesting because Fashion has decreed a "white season" and these charming Frocks feature the latest fancies of "Jenny." Premet, Martial-Armand and others, from whose models they have been adapted and copied.

NET—fine meshed and always delightfully effective makes the smartest luncheon, dancing and afternoon Frocks. For as little as \$11.74 there are net Dresses with quaint bolero bodice and flaring skirts of three accordion pleated ruffles.

Satins—Braid Embroidery—the very latest whim of Fashion—elaborates a net Frock of distinctive style at \$18.74.

Sheer White Voile—fillet lace trimmed or with net embroidered lace or with delicate colored voile—in adorable little Dresses, at \$11.74, \$14.74 and \$16.74.

More elaborate Dresses that would grace the garden party, the country club dance, or more formal occasions, at prices ranging to \$33.75.

Wedding Gowns—in taffeta, "soursis" and lustrous satins—in several exquisite models—with square short or long trains; filet, shadow lace and silk tulle bodice and tiny clusters of "valley lilies" adorning corsage and fastening the draperies, are \$27.75, \$28.75 and \$29.75.

Macy's Third Floor, Broadway.

Rich Ostrich Neck Boas

Macy's Usual Price \$7.89

Special \$4.96

We purchased 400 of these handsome Neckpieces at a remarkable price concession. They are made of the best Ostrich stock and are very thick and full, finished with large Satin Ribbon bow. These are beautiful enough to be worn with any gown—on any occasion. They take the place of furs and are equally attractive. 24 inches long (as illustrated).

White, Black, Navy, Pearl Gray, also White with Black.

Macy's Second Floor, Feather Dept.

Embroideries

At "May Sale" Prices

White Embroidered

Voile Flouncings (yd.) 24c

42 inches wide in large effective designs. Will make charming Summer Gowns at very little cost.

Novel Corset Cover

Embroidery (yd.) 33c

Less than wholesale price for this dainty embroidery. Sheer Swiss Muslin, 17 inches wide, prettily embroidered; small eyelets at top, and broad eyelets to draw 1½ inch ribbon through.

Embroidered Bands

and Galloons (yd.) 19c

Handsome eyelet effects and heavy floral designs 4 to 5½ inches wide.

Baby Flouncing (yd.) 37c

Daintiest designs on sheer muslin finished with ruffle. 25 inches wide.

Embroidered Muslin

21-Overs (yd.) 49c

21 inches wide; choice designs in large flowered effects; also dainty Baby patterns.

Novelty Embroideries (yd.) 69c

Macy's Usual Price 98c

White grounds of fine Organdie or Crepe handsomely embroidered in rich colorings: Pompadour effects, black and white, old rose and blue—25 inches wide, with novel, cut-out edges. These will make adorable Summer Frocks.

Macy's Main Floor, Centre.

Table Linens

A special purchase of extra heavy all linen double damask Tablecloths (from Ireland) full bleached and in several new patterns. Serviceable and durable, and at the price quoted exceptional values.

Cloths 72x72 inches \$2.39
Cloths 72x90 inches \$2.97
Cloths 72x108 inches \$3.69

Napkins to match, 22x22 inches (doz.) \$2.79, and 24x24 inches (doz.) \$3.49.

Irish Damask Napkins 24x24 inches (doz.) \$3.39

All linen, in six different all-over patterns. This is a heavy Napkin, especially good for hard wear.

Webb's Huck Towels 19x34 inches (doz.) \$3.48

All linen, dew-bleached, heavy and absorbent. Plain white or with blue or red borders.

During the week there will be a special display in our Linen Department of natural flax color all linen Bungalow Tablecloths, plain or scalloped, at very special prices.

Macy's Second Floor, 35th St.

French Underwear—A New Importation

Trade conditions have curtailed the output of this loveliest of Lingerie, but have not affected its exquisite perfection. These latest arrivals—fashioned of sheer batiste and nainsook, hand-made in every tiny stitch are marvels.

"Chemi-Pantalons"—pretty and practical with flaring drawer and bodice top; sleeveless Night Gowns—distinctly Empire in style; Camisoles with tiny sleeves; Petticoats laced at foot and scores of charming models, all conforming to the fashionable "silhouette." All

Very Specially Priced for the May White Sale.

Petticoats—94c, \$1.39, \$1.94, \$2.24, \$2.69, \$2.89, \$3.49, \$3.89, \$4.49, \$4.89, \$5.49, \$5.89, \$6.49, \$6.89, \$7.49, \$7.89, \$8.49, \$8.89, \$9.49, \$9.89, \$10.49, \$10.89, \$11.49, \$11.89, \$12.49, \$12.89, \$13.49, \$13.89, \$14.49, \$14.89, \$15.49, \$15.89, \$16.49, \$16.89, \$17.49, \$17.89, \$18.49, \$18.89, \$19.49, \$19.89, \$20.49, \$20.89, \$21.49, \$21.89, \$22.49, \$22.89, \$23.49, \$23.89, \$24.49, \$24.89, \$25.49, \$25.89, \$26.49, \$26.89, \$27.49, \$27.89, \$28.49, \$28.89, \$29.49, \$29.89, \$30.49, \$30.89, \$31.49, \$31.89, \$32.49, \$32.89, \$33.49, \$33.89, \$34.49, \$34.89, \$35.49, \$35.89, \$36.49, \$36.89, \$37.49, \$37.89, \$38.49, \$38.89, \$39.49, \$39.89, \$40.49, \$40.89, \$41.49, \$41.89, \$42.49, \$42.89, \$43.49, \$43.89, \$44.49, \$44.89, \$45.49, \$45.89, \$46.49, \$46.89, \$47.49, \$47.89, \$48.49, \$48.89, \$49.49, \$49.89, \$50.49, \$50.89, \$51.49, \$51.89, \$52.49, \$52.89, \$53.49, \$53.89, \$54.49, \$54.89, \$55.49, \$55.89, 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